

CONCORDIA UNIVERSITY

COMMERCE AND ADMINISTRATION FACULTY COUNCIL

MINUTES

DECEMBER 9, 1983

In Attendance: Dean Steven H. Appelbaum (Chairman)

B. Barbieri (Mkt.), C. Potter (Fin.), D. Doreen (Q.M.),
 C. Patterson (Fin.), M. Armstrong (Econ.), K. Argheyd (Mgmt.),
 R. Rohrlick (Lib.), J.M. Corvington (DIA/DSA), R. Wills (Assoc.
 Dean), J. Kelly (Mgmt.), S.A. Alvi (Econ.), M. Laroche (Mkt.)
 P. Pasold (Mkt.), C. Ross (Mkt.), R. McTavish (Q.M.), R. Martin
 (Reg.), H. Mann (Acco.), D. MacDonald (Acco.), L. Boyle (Asst.
 Dean), S.K. Goyal (Q.M.), P.F. Wade (Acco.), J.D. Blazouske (Acco.),
 D. Diniacopoulos (Comm. Stud.), L. Winger (MBA), L. Fortin (CGSA),
 D. Lloyd (CGSA), V.H. Kirpalani (Mkt.), G. Semine (CSA), G. Johns
 (Mgmt.), C. Draimin (Asst. Dean), M. Franklin (Mgmt.),
 P.E. Pitsiladis (Assoc. Dean)

Absent With Regrets: K.L. McGown, C.L. Sandblom

I Call to Order

The Meeting was called to order at 09:30 a.m.

II Closed Meeting

There were no items on the Agenda for a Closed Meeting.

III Open MeetingIV Approval of Agenda

It was moved by P. Pitsiladis that the Agenda (CAFC-83-09A) be approved.
 Seconded by P. Pasold.

CARRIEDV Approval of Minutes of Previous Meeting

It was moved by R. McTavish that the Minutes of the previous Meeting
 (CAFC-83-08M) be approved.

Seconded by P. Pasold.

CARRIEDVI Chairman's Remarks

The Chairman announced that he would withhold most of his comments until
 the discussion of the Mission Statement. He informed Council that he
 would soon be meeting with each of the five Departments to discuss aca-
 demic standards, including such issues as grade inflation and lagging

VI Chairman's Remarks (cont.)

academic standards. He stated that the importance of this issue and its impact on recruitment and admissions was a major area in need of investigation and change. Finally, he noted that this would be the last Council meeting for 1983 and conveyed his best wishes to all members of Council.

VII Question Period

C. Potter referred to the recent announcement of the Quebec Ministry of Education regarding changes in the financing of universities and the 5000 new students to be admitted to the University. He asked what the implication of these developments would be for the Faculty.

Dean Appelbaum explained that his office was currently negotiating with the University and that the Faculty of Commerce and Administration would be taking in a number of students. He informed Council that the increase in enrollment would be effected gradually and that this would take place in the Faculty of Engineering as well.

Professor Potter then inquired if the University would still be receiving \$4500 per student. Professor Drainin explained that the government would be offering the net worth average cost in that area, which, for Concordia, amounted to \$4500.

VIII Business Arising From Previous Meeting

1. Discussion of Faculty of Commerce & Administration Mission Statement (CAFC-83-05A-02)

The Chairman informed Council that Professor Kelly had requested limited discussion since the Committee for this matter was now in high gear and would be submitting its report to Council in February. In light of this, he requested Council to limit their comments to those they wished recorded in the Minutes.

Professor Kelly submitted his interim report: The Committee had met twice and reviewed the data provided by Council. One of the problems identified was that of format and tone. Therefore, the Committee was developing a preamble, setting out the philosophy of the Faculty. The report would contain a set of appendices which would describe specific programs. Another problem was the status of the Mission Statement in that it would not be mandating the Faculty's position. The Committee would be contacting each Department Chairman seeking departmental aims, resources, objectives, etc. Professor Kelly went on to say that a university's prime function was to create and communicate knowledge. However, an issue that had not clearly been defined was a profile of graduating students in terms of their literacy, analytical skills, creativity and entrepreneurship. This was particularly important as students were looking for support services in these areas. He concluded his report by stating that it was not clear where the "forces" producing action would be coming from and this issue had to be resolved so that an effective examination of the Faculty's strengths and weaknesses could be performed.

The Chairman stated that he considered this Mission Statement as being extremely important and he requested that Council as well as the Faculty at large, give their full cooperation to Professor Kelly and his Committee regarding their requests for information and input. He went on to say that this issue tied in with the direction the new Rector intended to take and in this light it was imperative to complete this exercise now, rather than in 1986.

IX Reports from Standing Committees

1. Commerce Graduate Studies Committee

Professor Pitsiladis informed Council that the CGSA was fully operational and had met the previous Friday. The proposed changes in the Ph.D. Program had been approved and the Committee was currently reviewing the MBA, DIA/DSA programs. Regarding the MBA Program, Professor Pitsiladis informed Council that the Committee was planning a major review of the entire program, including such issues as admissions and withdrawals and their impact on the overall quality of the Program. The next item on the Committee's Agenda is a review of the Program's curriculum. The Committee will prepare a report for submission to Council in April.

2. Commerce Undergraduate Curriculum Committee

Professor Wills reported that L. Prendergast had met with the Committee to discuss CEGEP students. Mr. Bob Valentine had also made a presentation regarding his perception of the business community's views of student skills and knowledge requirements. These covered such areas as courses preparing students to enter the market, verbal skills and "hands on" experience. Professor Wills went on to say that he was also receiving student input and that he was expecting all departments to submit their reports regarding their core subjects, majors and minors, by the end of January. The Committee will submit its final report to Council by the end of March.

There was some discussion on the functions of the business representatives on this Committee and Dean Appelbaum clarified that their role was that of an advisory nature and that the curriculum remained the sole responsibility of the Faculty.

Professor Kirpalani raised the issue of students' weakness in written and oral expression. A lengthy discussion ensued on this topic. Professor Blazouske stated that he felt that students should be required to express themselves in all courses and concluded by stating that all faculty should have a greater commitment to this end and that multiple choice and objective tests were not conducive to the development of adequate communication skills. Professor Wills stated that students, at a recent open meeting, had expressed a strong preference for essay type exams. He went on to say that the Undergraduate Curriculum Committee had already identified this area as one of concern and it was currently investigating all aspects of the issue and would report back to Council on their findings. Ms. Rorhlick suggested that the Committee should examine the use of video in the development of verbal and written communication skills. Ms. Winser stated that much of the above discussion applied to the MBA Program.

X Reports from Faculty Representatives on University Committees

1. University Senate

The Chairman informed Council that as Professor Brunet was no longer the representative at Senate, he would report on Senate deliberations until a replacement had been elected. He then reported that the motion regarding Graduate Studies and Research had been shelved until March 1984. He reminded Council of the importance of this issue as it would affect both incoming

X Reports from Faculty Representatives on University Committees (cont.)

1. University Senate (cont.)

faculty and students. Professor Draimin announced that there would be a special meeting of the Board of Graduate Studies in January regarding this issue. The Chairman concluded with an update on the "Status of Women" - a Committee has been formed to recommend appropriate action on this issue.

2. Graduate Programs

a) MBA - Ms. Winsor informed Council that both the number of applications and potential admissions had increased and that the Program had increased its capacity from 75 to a potential 90. She announced that the job hunting workshop had received positive evaluations and that two more were being planned.

b) DIA/DSA - Nothing to report.

c) Diploma in Accountancy - Professor Mann informed Council that of 68 students, 25 had passed the CA examinations. He announced that his office is investigating the reason for the high failure rate. He hopes to complete this study by May and recommend appropriate changes. In comparing Concordia figures with the national average, Concordia was slightly below the national average while McGill was somewhat higher. He added that Concordia's performance had been much better in the previous year. Professor Blazouske stated that in order to improve the quality, review the course content and make the program more relevant appropriate resources and commitment were required. Professor Ross remarked that similar problems existed in the DIA/DSA programs. A lengthy discussion ensued on these programs and their credibility. It concluded with Professor Kirpalani's suggestion that we look at the feasibility of expanding the base core discipline to eliminate the inferior image of the 500 compared to the 600 level courses.

d) Ph.D. - Professor Draimin reported that a summary report of the open meeting held on November 30th would be sent to all departments. He continued with the following announcements: the Ph.D. poster is ready; the Program now has 12 applicants. A weekend orientation session is planned for all Ph.D. students at Lacolle Centre. Two elective seminars, taught by Professors Herbert and Johns respectively, have been added to the Program. The Program has lost one student. The Ph.D. Workshop and its Visiting Speakers has been highly successful. Professor Draimin extended appreciation to Professors A. Jalilvand and E. Mahmoud who organized these sessions. The series will be repeated next year with some sessions held at Loyola. The Working Paper Series will start up in January.

3. University Curriculum Coordinating Committee - Nothing to report.

4. Computer Science Committee

Professor Wade stated that he felt that Faculty should have greater impact on the acquisition of computer equipment. The Chairman requested Professor Wade to submit his recommendations to Council. Professor Wade then informed Council that our Computer Laboratories were superior to those of McGill and that another series of computer workshops would be offered. Professor Pitsiladis reminded everyone that a student counsellor would be on call in these laboratories two afternoons per week.

X. Reports from Faculty Representatives on University Committees (cont.)

4. Computer Science Committee (cont.)

Professor Mann inquired if any such facilities were planned for the Loyola Campus. Professor Pitsiladis replied that no such plans existed at the moment, but that should there be a strong demand, the administration would certainly look into it. The Chairman then asked Professor Mann to submit his proposals regarding this issue.

5. Arts & Science Faculty Council - Nothing to report.

6. Library Committee - Nothing to report.

7. C.A.S.A. - Nothing to report.

8. Visiting Lecturers Committee - Nothing to report.

XI. New Business

1. Establishment of official title of original Concordia Transportation Centre to Concordia Transportation Management Centre.

The Chairman gave a brief background to this motion and explained that the change in the official title was necessitated by the fact that the Faculty of Engineering had a centre by this name and that the proposed change would eliminate confusion.

Professor V.H. Kirpalani moved that the name of the centre be amended to Concordia Transportation Management Centre (CTMC).

Seconded by Professor C. Ross.

CARRIED

2. Motion regarding Concordia Transportation Management Centre (CTMC) (CAFC-83-09A-01)

The Chairman reviewed the four mandates of the CTMC and explained that the Centre would be an academic one and was not connected to CCMS, with the exception of any seminars which might be arranged through CCMS. In all other aspects, CTMC would be an in-house (Faculty) activity.

Professor Franklin questioned the legal position of the CTMC and pointed out that the motion before Council did not enunciate the accountability of CTMC nor did it specify its reporting lines and procedures. After an explanation by the Chairman regarding the intended reporting lines and procedures, Professor V.H. Kirpalani proposed an amendment to the text of the motion so that it would read as follows:

The Commerce and Administration Faculty Council endorses the establishment of the Concordia Transportation Management Centre **which will report to the Dean of the Faculty of Commerce and Administration** and seeks the official concurrence of the Board of Governors in this matter.
(**reflects proposed amendment)

Seconded by Professor M. Laroche.

Before the motion was put to vote, Professor G. Johns proposed to change

XI New Business (cont.)

2. Motion regarding Concordia Transportation Management Centre (CTMC)
(CAFC-83-09A-01) (continued)

the word "business" in Aim #1 to "administrative".

Seconded by Professor C. Drainin.

4 In Favour
21 Against
4 Abstentions
NOT CARRIED

Professor C. Patterson moved that Aim #3 be amended as follows:

...to be a locus for the development of initiatives
in the area of academic courses and programmes in
transportation management for submission to **Depart-
ments, Graduate Studies Committee,** the Faculty Council
and Senate;
(**reflects proposed amendment)

Seconded by L. Winser.

24 In Favour
1 Against
1 Abstention
CARRIED

Professor M. Franklin moved that the introductory line be changed to read
as follows:

The purposes and functions of the Concordia Transportation
Management Centre are as follows:

Seconded by Professor P. Pitsiladis.

22 In Favour
3 Against
2 Abstentions
CARRIED

A lengthy discussion ensued regarding whether the purposes and functions
of the CTMC should be submitted to the Board of Governors at this time.
At the conclusion of this discussion, Professors Kirpalani and Laroche
withdrew their proposed amendment and moved, instead, that the motion be
approved in its original form.

CARRIED

It was thus agreed that the purposes, aims and functions of the CTMC would
not be submitted to the Board of Governors at this time.

Professor V.H. Kirpalani proposed the following motion for the approval
of Council:

The Dean and the Directors of CTMC shall report back to
Faculty Council, at its February meeting, with the pro-
posed mandate of the CTMC for the approval of Council.

Seconded by Professor J.D. Blazouske.

CARRIED
(1 abstention)

XII Other Business

1. Undergraduate Case Competition

Mr. George Semine reported that the Undergraduate Case Competition had taken place in October 1983 at Queen's University. 25 teams had competed and the five finalists were: Carlton, Calgary, Memorial, Wilfrid Laurier and Simon Fraser. Concordia placed seventh, missing participating in the final round by 0.7 points. He mentioned that the future of this competition was very important for Concordia and expressed his hopes for a better performance next year. Finally, he expressed his and the team's appreciation to Professor Pasold for all his help and support.

2. MBA Case Competition

Professor Patterson reported that 16 universities had accepted Concordia's invitation and that this competition was now truly a national one. He then informed Council that classrooms would be required in the Hall Building and requested the Faculty's cooperation in this respect. He went on to say that Professor Bakr Ibrahim, Concordia's official coach, would be approaching Faculty members for assistance with the selection of the final team and again requested the Faculty's cooperation.

3. CUFA Arbitration

Professor Kelly informed Council that the Arbitrator would be completing his task by Christmas and would be handing down his ruling in January 1984. Consequently, there would be no money for the Faculty in 1983, but any monetary settlement would be retroactive to June 1, 1981.

XIII Adjournment

Professor R. Wills moved that the meeting be adjourned.

Seconded by Mr. R. Martin.

CARRIED

XIV Next Meeting

The next regular meeting of Faculty Council will take place on Friday, January 13, 1984 at 09:30 a.m. in Room GM 504 (SGW Campus).